

01/22/01
jc912 U.S. PTO

01-23-01

A

UTILITY
PATENT APPLICATION
TRANSMITTAL

Attorney Docket No.: US20000181
Inventor Name(s): Charles L. Jones
Title: Brand Equity System and Method of
Increasing the Same

Express Mail Label No. EL287859793US

01-23-01
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APPLICATION ELEMENTS

ADDRESS TO:

Assistant commissioner for Patents
Box Patent Application
Washington, DC 20231

- Fee Transmittal Form.
- Specification comprising (19) pages, (22) claims.
- Drawings (Seven (7) sheets
- Declaration and Power of Attorney

ACCOMPANYING APPLICATION PARTS

- Assignment Papers (cover sheet and document(s))
- Information Disclosure Statement (IDS)/PTO-1449
- Copies of IDS citations
- Preliminary Amendment
- Return Receipt Postcard
- Other:

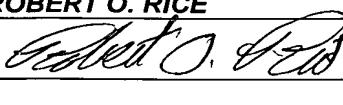
IF A CONTINUING APPLICATION

Continuation Divisional Continuation-in-Part (CIP) of prior application No:

Prior application information: Examiner: Group/Art Unit:

CORRESPONDENCE ADDRESS

Name	WHIRLPOOL PATENTS COMPANY – MD 0750				
Address	500 Renaissance Drive				
City	St. Joseph	State	Michigan	Zip Code	49085
County	Berrien	Telephone	616-923-3870	Fax	616-923-5778

Name	ROBERT O. RICE	Registration No.	Date
Signature		26,574	January 22, 2001

CERTIFICATE OF MAILING

I hereby certify that this paper (along with any referred to as being attached or enclosed) is being deposited with the United States Postal Service on the date shown below with sufficient postage as Express Mail in an envelope addressed to the: Assistant Commissioner for Patents, Washington, D.C. 20231

Date: January 22, 2001


Barbara L. Katowich

FEE TRANSMITTAL FORM

Total Amount of Payment **\$826.00**

Application No.:
Filing Date: Concurrently herewith
Inventor(s): Charles L. Jones
Title: Brand Equity System and Method of
Increasing the Same
Attorney Docket No.: US20000181

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09/167431
01/22/01

CLAIMS AS FILED - PART I

OTHER THAN SMALL ENTITY

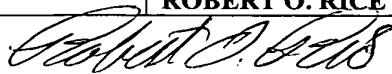
	Number Filed		Number Extra	Rate	Fee
Basic Fee	1			\$710.00=	\$710.00
Total Claims	22	-20	2	x \$18 =	36.00
Independent Claims	4	-3	1	x \$80=	80.00
TOTAL FEE =					\$826.00

CLAIMS AS AMENDED - PART II

AMENDMENT A	Claims Remaining After Amendment		Highest Number Previously Paid For	Present Extra	Rate	Additional Fee
Total		Minus			\$18	
Independent Claims		Minus			\$80	
TOTAL FEE =					0	

AMENDMENT B	Claims Remaining After Amendment		Highest Number Previously Paid For	Present Extra	Rate	Additional Fee
Total		Minus			\$18	
Independent Claims		Minus			\$80	
TOTAL FEE =					\$	

SUBMITTED BY:

Name	ROBERT O. RICE	Registration No. 26,574
Signature		Date: January 22, 2001

Charge Deposit Account No. **23-1660** in the amount of **\$826.00**.

The commissioner is hereby authorized to charge any additional fees which may be required or to credit any overpayment to account **23-1660**.

PATENT APPLICATION DATA ENTRY FORM

Initial Information Data Sheet

Inventor Information	
Inventor One Given Name::	Charles L.
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Application Information	
Title Line One::	Brand Equity System And Method
Title Line Two::	Of Increasing The Same
Total Drawing Sheets::	7
Formal Drawings?::	No
Application Type::	Utility
Docket Number::	US20000181
Representative Information	
Representative Customer Number::	00173